



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

September 21, 2017

J. Evelyn Lawson
Federal Registration Specialist
Clorox Professional Products Company
c/o PS&RC; P.O. Box 493
Pleasanton, CA 94566-0803

Subject: Label Amendment – Updated directions for use and other label changes
Product Name: SHOW
EPA Registration Number: 5813-93
Application Date: June 23, 2017
Decision Number: 531358

Dear Ms. Lawson:

The amended label referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act, as amended, is acceptable. This approval does not affect any conditions that were previously imposed on this registration. You continue to be subject to existing conditions on your registration and any deadlines connected with them.

A stamped copy of your labeling is enclosed for your records. This labeling supersedes all previously accepted labeling. You must submit one copy of the final printed labeling before you release the product for shipment with the new labeling. In accordance with 40 CFR 152.130(c), you may distribute or sell this product under the previously approved labeling for 18 months from the date of this letter. After 18 months, you may only distribute or sell this product if it bears this new revised labeling or subsequently approved labeling. “To distribute or sell” is defined under FIFRA section 2(gg) and its implementing regulation at 40 CFR 152.3.

Should you wish to add/retain a reference to the company’s website on your label, then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product’s label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA’s Office of Enforcement and Compliance.

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Your release for shipment of the product constitutes acceptance of these conditions. If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6. If you have any questions, you may contact Donna Kamarei at (703)347-0443 or via email at Kamarei.donna@epa.gov.

Sincerely,

A handwritten signature in blue ink that reads "Wanda J. Fuller, for". The signature is written in a cursive style.

Demson Fuller, Product Manager 32
Regulatory Management Branch II
Antimicrobials Division (7510P)
Office of Pesticide Programs

Enclosure

Label identification

Show, EPA Reg. No. 5813-93

R0713181

15:00 6/22/17

Formatting notes

Applicable for all claims

Now[!] -and/or- New[!] -and/&/or- Improved[!] to be used as a claim descriptor only for the first 6 months of product on shelf

Bold, italicized text is information for the reader and is not part of the label.

[Bracketed information is optional text.]

All footnotes are on the last page, unless they are part of EPA's mandated text.

The word "and" may be substituted with "&"

All directions may be written in numbered form or in paragraph form.

Optional text may be placed anywhere on the label/container.

Highlighted text is new. Strike-through (text) means removed.

Show

KEEP OUT OF REACH OF CHILDREN

CAUTION: EYE IRRITANT.

See back -or- side panel for additional precautionary statements.

Active Ingredient:

Glycolic Acid 11.185%

Other Ingredients: 88.815%

Total: 100.000%

[Net Contents] _____

Each package type and size will bear the actual net contents in pounds and ounces

Contains no phosphorus.

ACCEPTED

09/21/2017

Under the Federal Insecticide, Fungicide and Rodenticide Act as amended, for the pesticide registered under EPA Reg. No.

5813-93

PRECAUTIONARY STATEMENTS: HAZARDS TO HUMANS AND DOMESTIC ANIMALS.

CAUTION: Causes moderate eye irritation. Avoid contact with eyes or clothing. Wash thoroughly with soap and water after handling and before eating and drinking, chewing gum, -and/or- chewing tobacco.

FIRST AID:

IF IN EYES: Hold eye open and rinse slowly and gently with water for 15-20 minutes Remove contact lenses, if present, after the first 5 minutes, then continue rinsing. Have the product container or label with you when calling a poison control center or doctor, or going for treatment.

PHYSICAL AND CHEMICAL HAZARDS: Do not mix with bleach-containing products or with other bathroom or household cleaners. To do so may release hazardous gases.

STORAGE AND DISPOSAL:

STORAGE: Store product in a cool, dry place and out of the reach of children.

DISPOSAL: Dispose of used cleaning pads in a trash bin inaccessible to children and pets. [DO NOT FLUSH.] [Offer empty container -or- carton for recycling. If recycling is not available, discard in trash.]

Not for personal use

Questions or comments? Please visit us at www.toiletwand.com
or call us toll-free at 1-866-255-4105 -or- 800-228-1860.
[Visit -or- Check [out] our website at] www.clorox.com [for more information] [on Clorox]

EPA Reg. No. 5813-93, EPA Est. No. 5813-CA-6 (TPP), GA-2 (VG); 62401-NJ-1 (JW);
71106-GA-2 (E8); 71681-IL-1 (03), IL-2 (24); 74417-MEX-1 (KU).
Beginning of batch code indicates Est. No.
For more product ingredient information, visit www.IngredientsInside.com.
Mfd. for & © YYYY The Clorox Company, 1221 Broadway, Oakland, CA 94612.
Clorox [and ToiletWand] is/are a registered trademark of The Clorox Company. Patents pending.
Made in [the] U.S.A. [of global components -and/or- ingredients.] [Assembled in Mexico.]

Packaging Notes

This product will be available in many executions including a “Starter Kit.” In instances where the cleaning pads are enclosed in another package, the following label elements will be included on the exterior package:

Front Panel:

- The product’s name(s)
- Keep out of Reach of Children
- Referral to first aid instructions -or- statement
- Net content statement
- The ingredient statement

Back/side/top/and/or bottom panel(s)

- First Aid Statement
- Directions for use or referral to read product label for use directions
- Directions for assembly of tool
- EPA registration number
- EPA Est. number for the final packer
- The company name and address: Mfd. for -or- Mfd. by -or- Dist. by Clorox

TO ASSEMBLE CADDY:

Quick & Easy One-Time Assembly

- Snap base onto caddy body
- [Load] -or- [place] pouch of cleaning heads -or- [Open pouch and [load] -or- [place] cleaning heads] into caddy
- Snap lid onto top of caddy
- Store this product handle in caddy

Show Refill Inner Pouch

PRECAUTIONARY STATEMENTS: HAZARDS TO HUMANS AND DOMESTIC ANIMALS.

CAUTION: Causes moderate eye irritation. Avoid contact with eyes or clothing. Wash thoroughly with soap and water after handling and before eating and drinking [, chewing gum, -and/or- chewing tobacco].

FIRST AID:

IF IN EYES: Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing. Have the product container or label with you when calling a poison control center or doctor, or going for treatment.

PHYSICAL AND CHEMICAL HAZARDS: Do not mix with bleach-containing products or with other bathroom or household cleaners. To do so may release hazardous gases.

STORAGE AND DISPOSAL:

STORAGE: Store product in a cool, dry place and out of the reach of children.

DISPOSAL: Dispose of used cleaning pads in a trash bin inaccessible to children and pets. [DO NOT FLUSH.] [Offer empty container -or- pouch -or- wrapping -or- film for recycling. If recycling is not available, discard in trash.]

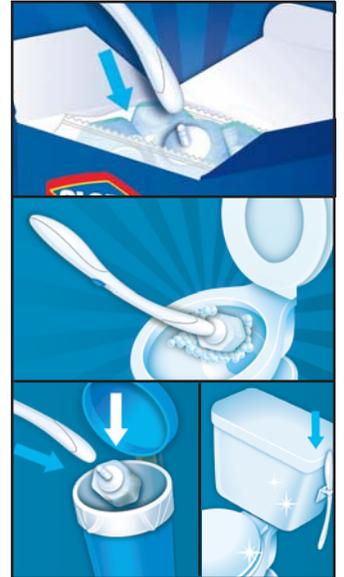
Not for personal use

NOT FOR INDIVIDUAL SALE.

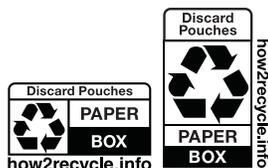
Questions or comments? Please visit us at www.clorox.com or call us toll-free at 1-800-228-1860 -or- 866-255-4105.

Mfd. for & © YYYY The Clorox Company, 1221 Broadway, Oakland, CA 94612. Clorox [and ToiletWand] is/are a registered trademark of The Clorox Company. Patents pending.

Made in [the] U.S.A. [of global components -and/or- ingredients.] [Assembled in Mexico.]



Optional Packaging Recycling Logos



DIRECTIONS FOR USE

It is violation of Federal law to use this product in a manner inconsistent with its labeling.

TO CLEAN

1. **[For toilet bowl only.]** Empty bowl before cleaning. -or- Flush before cleaning.
2. Open box -or- pouch -or- caddy of disposable cleaning heads and push handle straight down onto cleaning head unit until it clicks into place.
3. Dip cleaning head in toilet bowl water for 1-2 sec[onds]. Scrub entire toilet bowl [above water line].
4. When finished, [to] release excess water [by] pressing -and/or- press cleaning head against [the] toilet bowl.
5. Slide blue button forward to release head into trash bin.
6. Flush to rinse toilet.

Do not flush cleaning head. [Slide -or- replace this product['s] handle onto -or- into the hang tab -or- caddy for easy storage.]

TO SANITIZE¹¹

1. **[For toilet bowl only.]** Empty bowl before cleaning. -or- Flush before cleaning.
2. Open box -or- pouch -or- caddy of disposable cleaning heads and push handle straight down onto cleaning head unit until it clicks into place.
3. Dip cleaning head in [remaining] toilet bowl water for 1-2 sec[onds]. Scrub entire bowl above water line.
4. Let sit -or- stand [for] 5 min[utes].
5. Flush to rinse toilet.
6. When finished, [to] release excess water [by] pressing -and/or- press cleaning head against [the] toilet bowl.
7. Slide blue button forward to release head into trash bin.

Do not flush cleaning head. [Slide -or- replace this product['s] handle onto -or- into the hang tab -or- caddy for easy storage.]

TO DISINFECT or TO KILL GERMS** [and DEODORIZE]**

1. **[For toilet bowl only.]** Empty toilet bowl before cleaning. -or- Flush before cleaning.
2. Open box -or- pouch -or- caddy of disposable cleaning heads and push handle straight down onto cleaning head unit until it clicks into place.
3. Dip cleaning head in [remaining] toilet bowl -or- sink water for 1-2 sec[onds]. Scrub entire toilet bowl above the water line -or- **for non-toilet uses** Scrub entire hard, nonporous surface.
4. Let sit -or- stand [for] 10 min[utes].
5. Flush to rinse toilet -or- **for non-toilet uses** Rinse hard, nonporous surface.
6. When finished, [to] release excess water [by] pressing -and/or- press cleaning head against [the] toilet bowl -or- sink
7. Sslide blue button forward to release head into trash bin.

Do not flush cleaning head. [Slide -or- replace this product['s] handle onto -or- into the hang tab -or- caddy for easy storage.]

Disinfection Claims

- A toilet bowl product for cleaning and disinfecting
- An effective cleaner and limited disinfectant
- An effective disinfectant for use in the toilet
- Antibacterial action -or- cleaner
- Antibacterial [formula]
- Antibacterial -or- Germicidal Cleaning Power [on hard, nonporous surfaces] [for toilet bowl[s]]
- Bacteria-fighting formula
- Bacteria -or- Germ -or- Virus† fighting [formula]
- Bacteria¹ -or- viruses² -or- germs³ can cause illness. This product kills bacteria¹ -or- viruses² -or- germs³.
- Bacteria¹ -or- viruses² -or- germs³ fighting formula
- Bactericide -or- Bactericidal
- Brush -or- scrub -or- wipe away 99.9% of germs³ that cause cold and flu [this season]
- Can reduce the spread of illness-causing bacteria[†] -and/or- germs³ [on -and/or- in [your] toilet bowl[s]]
- Clean[s] away -and/or- kill[s] -and/or- eliminate[s] -and/or- disinfect[s] -and/or- destroy[s] -and/or- remove[s] -and/or- Brush -or- scrub -or- wipe[s] away -or- out -and/or- attack[s] -and/or- get[s] rid of [99.9% of] [the] bacteria -and/or- germs³ -and/or- virus[es]† [commonly found in -or- on [your] toilet bowl[s]]
- Clean[s] away -and/or- kill[s] -and/or- eliminate[s] -and/or- disinfect[s] -and/or- destroy[s] -and/or- remove[s] -and/or- Brush -or- scrub -or- wipe[s] away -or- out -and/or- attack[s] -and/or- get[s] rid of [99.9% of] [the] cold virus⁷ -and/or- flu virus⁷ -and/or- cold and flu virus[es]^{7, 8} [commonly found in -or- on [your] toilet bowl[s]]
- Clean. Disinfect. Protect.
- Cleaner and disinfectant in one
- Cleaning and disinfecting power -and/or- effectiveness of Clorox®, so your toilet [bowl] is free of [soils] you can see and bacteria -and/or- viruses† you can't [see]
- Cleans and disinfects
- Cleans and disinfects for a pure clean [toilet bowl]
- [Clean[s] -and/or- disinfect[s] -[and/]or- defend[s] [the] [your] toilet [against] [from] 99.9% of bacteria -[and/]or- viruses†
- [Clean[s] [away -or- out] [Kill[s]] [Eliminate[s]] [Destroy[s]] [Remove[s]] [Gets rid of] [the] 99.9% of bacteria -[and/]or- viruses† [commonly found in -or- on toilet bowl[s]]
- Cleans toilet bowl stains -and/or- soils -and/or- hard water deposits [and] disinfects
- Cleans, disinfects, and sanitizes
- Disinfectancy -or- Disinfectant [cleaner or formula]
- Disinfectant [cleaner]
- Disinfecting -or- Disinfectant [formula]
- Disinfects
- Disinfects and cleans [the] [your] toilet bowl [against any organism listed**]
- Disinfects and cleans [the] [your] toilet bowl [against bacteria¹]
- Disinfects and deodorizes [by killing bacteria and the[ir] odors [they cause]]
- Disinfects [toilet bowl] surfaces
- Disinfectant [cleaner or formula] against Salmonella enterica⁹ -and/or- Escherichia coli (E. coli)
- Disinfects nonporous [hard -and/or- solid] surfaces
- Disinfects [your] toilet bowl [surfaces] including killing [99.9% of] [harmful] germs¹¹ -and/or- bacteria† -and/or- viruses†
- Disinfects [your] toilet bowl[s] killing [99.9% of] [harmful] germs¹¹ -and/or- bacteria† -and/or- viruses†
- [Does not just cover up -and/or- mask odors –] Eliminates -and/or- removes odors [caused by bacteria¹]
- [Easily] [Effectively] [Contain[s] [Deliver[s]] [Clean[s] -[and/]or- Disinfect[s] -[and/]or- [Effective] toilet bowl disinfectant -and/or- cleaner
- [Effective] Toilet bowl disinfectant -and/or- sanitizer [and cleaner]
- [Effective -and/or- Protect[s] [against -and/or- Fight[s] -and/or- Kill[s] virus[es]†
- Eliminates odors caused by bacteria
- Escherichia coli (E. coli) are common [household] bacteria found in the toilet. This product kills these bacteria in the toilet.
- For the purest clean in toilet [bowl] cleaning
- Head specially designed in a hexagon shape for better reach under the rim†
- **insert number between 2 and 16X** [Power[ful]] Cleaning Action◊
- It's from Clorox®, so it's more than clean]
- It's from Clorox®, so you know you can trust it]
- Kills [99.9% of] Germs³ [the First Time [Around] [, Every Time]]
- Kills 99.9% of germs³ that cause cold and flu viruses^{7, 8}
- Kill 99.9% of organisms¹ in the -or- your toilet bowl¹
- Kills [99.9% of] bacteria¹ -and/or- viruses² -and/or- germs³
- Kills [common -and/or- bathroom] bacteria: Salmonella enterica⁹ -and/or- Escherichia coli (E. coli) [in 10 minutes]
- Kills [harmful] [household] bacteria -or- germs³ -or- viruses† in toilets
- Kills [household] bacteria¹ -and/or- germs³ -and/or- viruses² [while it cleans] [tough] [toilet bowl] stains -and/or- soils
- Kills [household] [odor-causing] bacteria¹ -and/or- viruses² -and/or- germs³
- [Kill[s] -or- Fight[s] -or- Remove[s] -or- Effective against] [the following] [organisms]:
 [E. coli] (Escherichia coli)
 Human Coronavirus
 [The virus that causes the] [flu] [virus] (Influenza A virus)
 [The virus that causes the] [cold] [virus] (Rhinovirus type 37)
 [Salmonella] (Salmonella enterica⁹)
 [Staph] (Staphylococcus aureus)
- Kill[s] -or- Remove[s] -or- Effective against [Common] Household Viruses²
- Kill[s] -or- Remove[s] -or- Effective against Human Coronavirus
- Kill[s] -or- Remove[s] -or- Effective against Influenza A virus [the virus that causes the cold and flu]
- Kills [the] [common] cold and/or flu virus[es]²
- Kills the virus[es]† that cause[s] [the] [common] cold[s] -and/or- flu^{7, 8}
- Kills [toilet bowl] bacteria on [washable] hard, nonporous surfaces
- Kills [toilet bowl] bacteria
- [Pre-]Loaded with Clorox® cleaner
- [Protect[s]] [with] the trusted power of [Clorox®]
- ScrubbierŁ head[s] for a better clean

- [The] Cleaning and disinfecting power [of Clorox®], so your toilet bowl is free of stains -and/or- soils -and/or- hard water deposits [you can see] and bacteria¹ -or- viruses² -or- germs³ [you can't]
- The power of Clorox® to clean -and/or- disinfect [tough] toilet bowl grime -and/or- soils -and/or- stains
- [This product] Attacks -and/or- Kills -and/or- Eliminates -and/or- Destroys -and/or- Removes [toilet bowl] [bacteria¹¹] such as Escherichia coli (E. coli)
- [This product] Attacks -and/or- Kills -and/or- Eliminates -and/or- Destroys -and/or- Removes bacteria [Escherichia coli (E. coli) and/or- Salmonella enterica⁹
- [This product] has the cleaning power -and/or- effectiveness of Clorox® to clean and disinfect
- [This product] has the power of Clorox® to clean tough toilet bowl stains -and/or- soils -and/or- hard water deposits and kill toilet bowl bacteria¹ -and/or- viruses² -and/or- germs³
- Toilet bowl disinfectant -and/or- cleaner

Pandemic 2009 H1N1 Influenza A virus***

Claims:

- Respiratory illnesses attributable to Pandemic 2009 H1N1 are caused by influenza A virus. This product **Product Name** is a broad-spectrum hard surface disinfectant that has been shown to be effective against influenza A virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 (formerly called swine flu).
- This product has demonstrated effectiveness against influenza A virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 influenza A virus.
- This product has demonstrated effectiveness against influenza A virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 (formerly called swine flu).
- Kills Pandemic 2009 H1N1 influenza A virus (formerly called swine flu).
- Kills Pandemic 2009 H1N1 influenza A virus.

*** per Agency guidance dated October 22, 2009 "Guidance for Testing and Labeling Claims against Pandemic 2009 H1N1 Influenza A Virus (formerly called Swine Flu)" www.epa.gov/oppad001/h1n1-guide.html

Disinfectant	
Bacteria	ATCC and/or Strain
Staphylococcus aureus (Staph)	[ATCC 6538]
Salmonella enterica ⁹ (Salmonella)	[ATCC 10708]
Escherichia coli (E.coli)	[ATCC 11229]
Viruses Enveloped	ATCC and/or Strain
#Human Coronavirus	[ATCC VR-740] [Strain 229-E]
#Influenza A virus	[ATCC VR-544] [Strain Hong Kong]
Virus Small Non-Enveloped	ATCC and/or Strain
#Rhinovirus Type 37	[ATCC VR-1147] [Strain 151-1]
Sanitization	
Bacteria	ATCC and/or Strain
Klebsiella pneumoniae (Kleb)	[ATCC 4352]
Staphylococcus aureus	[ATCC 6538]

Sanitization Claims

- Germ-fighting formula
- Toilet bowl [cleaner] [sanitizer]
- Cleans and sanitizes
- Kills 99.9% of bacteria[†]
- Kills 99.9% of [household] [odor-causing] bacteria [and leaves a fresh scent]
- Kills 99.9% of bacteria while it cleans
- Kills 99.9% of Staphylococcus aureus (Staph) -and/or- Klebsiella pneumoniae (Kleb)
- Kills germs¹¹ while it cleans [and sanitizes]
- Leaves toilet bowl [surfaces] [clean and] sanitary
- Leaves surfaces sanitary
- Leaves surfaces sanitized
- Sanitizes Staphylococcus aureus (Staph) -and/or- Klebsiella pneumoniae (Kleb)
- Sanitizes surfaces
- This product is a sanitizer

General Cleaning/Use claims

General

- [1 Box -or- Package of] **insert number** [Clorox] [ToiletWand] Refills = **insert number** Bottles [of] **insert number** oz [Toilet] [Cleaner]^{∂∂∂}, [4]
- [1 -or- One] [Clorox] ToiletWand® Replaces [Toilet] Brush + [Toilet] Cleaner^{∂∂∂}, [6]
- 2 -or- 3 [-]in[-]1 Scrubber[s] +/--or-/& Cleaner[s] -or- Freshener[s]
- [3 in 1] Cleans [,] [&] [Deodorizes][,] [&][Freshens]
- 4x [Powerful] Cleaning Action[∠]
- 4[-]in[-]1[∠]
- A Better Way to Clean -or- [For] a better clean
- All-in-one system for easy toilet bowl cleaning
- Cleans -and/or- Scrubs [**insert number**% -and/or- X] Better^[+++ -or- ¹⁰] [Than A Brush] [on Rust -and/or- Calcium -and/or- Lime -and/or- Hard Water -and/or- Toilet Ring -and/or- Stains]
- [Cleans] **insert number** X Better [on rust or hard water or mold stains or mildew stain]^{∂∂}
- Click, Swish [Scrub] [and] [Clean] [and], Toss
- Designed to clean
- Disposable
- Disposable -and/or- [scrubby] pad -or- head loaded with Clorox® cleaner
- Disposable toilet cleaning system [that gets rid of your toilet brush]
- Ditch [toss away] the [toilet] [brush] ick [each time] [every time]
- Easy and convenient
- [Flexible] Scrubber Conforms -or- Flexes [to Hard-to-Reach Spaces -or- Areas] [for Complete [Bowl] Coverage]^[5]
- Flexible Scrubber for Complete [Bowl] Coverage
- Foaming cleaner in each [disposable] head
- For the Disposable Toilet Cleaning System
- Get it clean [and] [then] toss the ick
- Has better [scrubbing] surface [contact] than a brush^{μμ} -or- Cleans -and/or- works -and/or- removes soils [30%] better than a [Clorox®] [toilet] brush^{μμ} -or- Cleans -and/or- removes [30%] more [soil] [than a [Clorox®] [toilet] brush]^{μμ} -or- Cleans -or- Scrubs -and/or- gets under the rim [better than a [Clorox®] [toilet] brush]^{μμ} -or- Covers more [surface] area [of the bowl] [than a [Clorox®] [toilet] brush]^{μμ} -or- Gets into -or- goes to -or- conforms to -and/or- cleans hard to reach places better [than a [Clorox®] [toilet] brush]^{μμ} -or- [Great] [Get it] clean [with] [in] less scrubbing^{μμ}
- Heavy Duty [Cleaner -and/or- Scrubber]
- Helps keep the -or- your toilet bowl clean, clear, and free of odor
- [**insert number** % -and/or- X] [More] [Ultra Strength] Cleaning -or- Scrubbing [Power] -or- Powerful Cleaning [in One [Easy] Step -or- with Every -or- Each Swish -or- Wipe -or- Wave -or- Use -or- [Scrubbing] Pad]⁺⁺⁺
- [**insert number** % -and/or- X] Tougher -or- More -or- Maximum Power[ful] Against [the] [Tough^[est]] Rust -and[&]/or- Calcium -and[&]/or- Lime -and[&]/or- Hard Water -and[&]/or- Stains -and[&]/or- Toilet Ring⁺⁺⁺
- [**insert number** X] [Faster -or- Better] Rust, Calcium [, -or- &] Lime [Stain] -or- Rust & Hard Water [Stain] -or- Stain -or- Toilet Ring -or- Soil -or- Dirt & Grime -or- Mold Stain & Mildew Stain Destroying -or- Dissolving -or- Cleaning Power^{∂∂}
- **insert number** X [More] [Powerful] Scrubbing [Power] [Under the Rim] [in Hard-to-Reach Spaces -or- Areas]^{∂∂}
- **insert number**% -and/or- X [Thick^[er]^[10] -or- Textured] [for] [More] [Cleaning -and/or- Scrubbing] Power
- [Just] Click, Swish [Scrub] & -or- and Toss
- Loaded with Clorox® cleaner
- Loaded with more cleaner^μ
- [[Penetrates &] Removes -or- Destroys -or- Dissolves -or- Powers Through -or- Scrubs Away -or- Lifts Away -or- Cleans [Rust] [, -or- &] [Calcium] [, -or- &] [Lime] [, -or- &] [Hard Water] [, -or- &] [the] [Tough]^[est] Stains -or- Toilet Ring -or- Soils -or- Dirt & Grime -or- Mold Stains & Mildew Stains] **insert number** X Faster -or- Better^{∂∂}
- Powerful cleaner in each [disposable] head
- Powers through [tough] [everyday] [toilet] stains -and/or- soils -and/or- grime
- Prevents hard water -and/or- toilet ring [build up]
- Ready to Use
- [Ready to use] for a faster clean [no spraying or waiting]
- [Real] scrubbing power [that gets the job done]
- [Real] scrubbing power, [for a] [real] clean toilet
- Removes -and/or- Dissolves -and/or- Cuts -or- Powers Through -and/or- Eliminates [**insert number** % -and/or- X] [More] [of] [the] [Tough^[est]] Rust -and[&]/or- Calcium -and[&]/or- Lime -and[&]/or- Hard Water -and[&]/or- Stains -and[&]/or- Toilet Ring⁺⁺⁺
- Removes everyday toilet stains -and/or- soils
- Removes -or- Powers Through -or- Tough on [the] [Tough]^[est] [Rust, Calcium, &] Lime [Hard Water] Stains -but/and- Scratch Free [& Safe] on [Your] Porcelain Toilet Bowl[s]
- Removes [the] [Tough]^[est] [Rust, Calcium, &] Lime [Stains] -or- Hard Water Stains
- Scrub -or- swish less, clean more^{μμ}
- Scrubs Spots Your [Toilet] Brush Misses^[5]
- [Scrubs Under the Rim] -or- [Scrubs Spots Your [Toilet] Brush Misses] -or- [Reaches Tight Spaces [with Flexible Scrubber] [for Complete Coverage]
- Scrubbier Heads for a Better Clean!^μ
- Scrubbier Material^μ
- Scrubby Heads Designed for a Great Clean!
- Smells as Good as it Cleans
- Start Fresh Every Time
- Strong [cleaner]
- Swivel head conforms to [hard-to-reach] areas -or- toilet bowl surfaces -and/or- [like] under the rim
- [Swivel head] conforms to hard-to-reach areas [like under the rim]
- [Textured] -or- [Deep Cleaning] Micro-Scrubbers Power Through -or- Penetrate -or- Destroy -or- Dissolve -or- Lift Away -or- Scour Away [the] [Tough]^[est] Stains
- [The] All-in-one -or- Complete [toilet] [cleaning] system -or- kit
- The evolution of clean
- [The] total [Complete] Toilet Cleaning Solution
- The toilet bowl solution -or- cleaner
- [Thick^[er]^[10] -and/or- Scrubby -and/or- Scrubbier^[10] -and/or- Textured] Pad[s] [Clean[s] -or- Scrub[s] [**insert number** % -or- X] Better^[+++]] [Than a Brush] [for Better -or- Easy -or- Powerful Cleaning]

- This product [Complete] – Start fresh every time!
- [Thousands of -or- Millions of] [Loaded with] [Extra Tough] Microscrubbers -or- Microabrasives -or- Scrubbing Pads [[to] Penetrate[s] -&/or- Dissolve[s] -&/or- Attack[s] -&/or- Power[s] Through -&/or- Dissolve[s] -&/or- Clean[s] -&/or- Remove[s] [*insert number* % [of] -and/or- [X]] [More] [of] [the] [Tough[est]] Rust -&/or- Calcium -&/or- Lime -&/or- Hard Water -&/or- Stains -or- Messes]†††
- ToiletWand® Handle Sold Separately

- Tough[er]^[10] -and/or- Thick[er]^[10] -and/or- Strong[er]^[10] -and/or- [More] Durable^[10] -and/or- Textured -and/or- Scrubby -and/or- Scrubbier^[10] For Tough[er] -and/or- Stubborn -and/or- Messes -and/or- Soils -and/or- Rust -and/or- Calcium -and/or- Lime -and/or- Stains][!]
- Use [this product] on the following [washable] hard, nonporous surfaces[††]: *insert surface(s) -and/or- surface material(s) from Table 1*
- Wow! No more dirty brush!

Ergo/reach

- Better cleaning within [easy] reach
- Designed for Optimal Reach
- Designed to clean, because [, clearly,] you [we] weren't
- Designed to reach hard-to-reach spaces [like under the rim]
- Ease-of-Use Commendation by:
 - Arthritis Foundation www.arthritis.org
 - American Physical Therapy Association (APTA) www.apta.org

- Extends your reach for those hard-to-clean areas
- Gets into hard-to-reach areas [like under the rim]
- Hexagon shape for better reach under the rim
- No more bending and stretching
- Reach[es] for a clean [, so you don't have to]

Ease

- Clean with the wave of a wand
- Convenient and easy to use
- Easily cleans the toughest soils -and/or- stains -and/or- hard water deposits
- Easily cleans tough toilet bowl soils -and/or- stains -and/or- hard water deposits [and leaves surfaces shiny]
- Easily removes tough toilet bowl soils -and/or- stains -and/or- hard water deposits
- Easy -and/or- simple to use

- Easy Clean
- Eliminate -or- Get rid of -or- Throw away -or- Say Goodbye to [your] [drippy -and/or- dirty] toilet brush!
- Less messy
- Makes cleaning easier
- One tool cleans it all
- Saves time
- The no-mess toilet bowl cleaner
- [The] One Step [Toilet Bowl] Cleaner

Cleaning/Toilet Bowl[s] -and/or- Soils -and/or- Stains -and/or- Hard Water Deposits

- Cleans [tough -and/or- toilet bowl] stains -and/or- soils -and/or- hard water deposits -and/or- mineral deposits -and/or- rust stains [fast] [with the wave of a wand]
- Cleans the -or- your toilet bowl fast [with the wave of a wand]
- Cuts through [tough -and/or- toilet bowl] stains -and/or- soils -and/or- hard water deposits -and/or- mineral deposits -and/or- rust stains [fast] [with the wave of a wand]
- Cuts through [tough] soils -and/or- stains -and/or- hard water deposits -and/or- rust stains
- Dissolves -and/or- penetrates -and/or- breaks down [the toughest] toilet bowl soils -and/or- stains
- For a cleaner toilet bowl
- Nothing works faster on soils -and/or- stains -and/or- hard water deposits -and/or- rust stains
- Nothing's tougher on tough soils -and/or- stains -and/or- hard water deposits -and/or- rust stains
- Powers through soils -and/or- stains -and/or- hard water deposits -and/or- rust stains

- Removes [tough -and/or- toilet bowl] stains -and/or- soils -and/or- hard water deposits -and/or- mineral deposits -and/or- rust stains [fast] [with the wave of a wand]
- Removes tough [soils -and/or- stains -and/or- hard water deposits -and/or- rust stains] [in your toilet bowl]
- Soils -and/or- stains -and/or- hard water deposits -and/or- rust stains melt away
- Tough on [toilet bowl -and/or- tough] stains -and/or- soils -and/or- hard water deposits -and/or- mineral deposits -and/or- rust stains [fast] [with the wave of a wand]
- Tough on soils -and/or- stains -and/or- hard water deposits -and/or- rust stains
- Wipes out stains -and/or- soils -and/or- rust stains in the toilet bowl
- [You can] see it clean -and/or- remove [toilet bowl] stains -and/or- soils -and/or- hard water deposits -and/or- rust stains [before your eyes]
- [You can] see stains -and/or- soils -and/or- hard water deposits -and/or- rust stains melt

Shine

- Brighten[s] [your] toilet bowl[s]
- Cleans -and/or- shines toilet bowl[s] without [leaving] a [filmy] [sticky] residue
- Leaves no residue -and/or- surfaces shiny
- Makes surfaces sparkle -and/or- sparkling clean
- No streaking or filming

Deodorizing and Fragrance Descriptors

- Cleans and deodorizes [toilet bowls]
- Cleans -and/or- deodorizes all washable -and/or- hard, nonporous surfaces
- Crisp Citrus[™] [Scent -or- Fragrance]
- Deodorizes
- Deodorizes [washable] hard, nonporous surfaces
- Deodorizes [with] [and has] [a] [clean] [fresh] [scent]
- Fresh scent
- Fresh Brazilian Blossoms
- Freshens [the -or- your] toilet bowl
- Hawaiian Sunshine
- Island Blossom[™] [Scent -or- Fragrance]
- Leaves a fresh, clean scent
- Neutralizes odors
- [Original] scent -or- fragrance[!]
- Pacific Breeze & Coconut
- Rainforest Rush[™] [Scent -or- Fragrance]
- Removes odors
- Tuscan Lavender & Jasmine

Promotional Language

- ___% [More Refills] free
- 65% More⁶
- [10 ct] [Refills] Fits [perfectly] in the ToiletWand® Caddy!
- Bonus! [Free Refills -or- ___ Free Refills -or- ___ Refills Free] [50% More Refills Free -or- Inside]
- Bonus [Pack]! ___ % extra pads free -or- inside
- Bonus [Pack]! ___ Extra pads inside! -or- ___ More -or- Free Refills -or-Pads!
- Bonus! [Pack] [___ Refills Free]!
- Bonus [Pack]! 50 % extra pads free
- Bonus [Pack]! 50% More Refills Free -or- Inside
- Bonus [Pack]! Free Sample -or- Bonus! Get ___ Pads Free
- Bonus [Pack]! ___ More Refills -or- ___ Free Refills!
- Bonus [Pack]! Get ___ Pads Free -or- ___ Extra Pads [inside]!
- Bonus! Product[s] A -and/or- B -and/or- C inside!
- [Bonus] [storage] caddy inside!
- Bonus! This product inside!
- Bonus! Extra Handle Inside!
- Bonus [pack]
- Club [Bonus] Pack! ___ free Refills -or- Pads
- Club [Bonus] Pack! [Includes] ___ more Refills -or- pads
- Designed [to fit] -or- [for] the ToiletWand® Caddy!
- Easy Storage!
- Economy size
- Extra Handle Inside
- Free sample or refill!
- Get ___ pads free
- Institutional size
- Keep -and/or- store your **this product** within reach
- New -and/or- improved [formula]
- Patent pending
- Starter kit
- Store [your] this product not -or- without -or- the germly head!
- [Store your -or- this product.] Toss the [germy] [dirty] head!
- This product caddy - Start fresh every time!
- Trial size
- Value size -and/or- pack

Miscellaneous Claims

- [**X number**] Disposable Cleaning Heads
- [**X number**] Refills
- [10 ct] [Refills] Fits [perfectly] in the ToiletWand® Caddy!
- Bleach free
- Cleans without bleach[ing]
- Clorox Scentiva[®][™] [Bathroom]
- Contains no bleach
- Contains [powerful] [, foaming] Clorox® cleaner
- Designed [to fit] -or- [for] the ToiletWand® Caddy!
- Fast [Strong] cleaning power
- For the Disposable Toilet Cleaning System
- Includes -or- Contains 1 Wand + -or- & 1 Caddy + -or- & 6 -or- 9 Refills
- Porcelain-safe
- Safe for plumbing and septic systems
- Satisfaction guaranteed [or Your Money Back]
- ToiletWand® Handle Sold Separately
- with Micro-Scrubbers
- www.Clorox.com

Table 1 Surfaces/Surface Materials

- Bathroom -or- restroom surfaces
- Chrome
- Enamel
- Glazed ceramic [tile(s)]
- Metal surfaces in bathrooms -or- restrooms

- Sinks
- Synthetic marble
- Toilet[s] exteriors
- Urinal[s] exteriors

Not for use on cookware.

Surface Compatibility

- Do not use on natural stone, brass or varnished wood; for all other surfaces, spot test in an inconspicuous area. -or- spot test all other surfaces in an inconspicuous area
- Non-abrasive
- Not harmful for most surfaces
- Won't scratch toilet bowl

Footnotes

¹ Escherichia coli, Salmonella enterica⁹ and Staphylococcus aureus
² Influenza A virus, Human Coronavirus and Rhinovirus type 37
³ Salmonella enterica⁹, Staphylococcus aureus, **plus viruses listed in footnote 2 above**
⁴ see graphic below
⁵ see graphic below
⁶ see graphic below
⁷ Influenza A virus
⁸ Human Coronavirus
⁹ **tested as Salmonella choleraesuis**
¹⁰ vs. [Clorox] [Disinfecting] ToiletWand Refills
¹¹ Kills 99.9% of bacteria; Organisms: Staphylococcus aureus, Klebsiella pneumoniae
^μ Compared to [the] original Clorox® ToiletWand® head
^{μμ} based on lab test [with [Clorox®] manual toilet brush]
[†] Staphylococcus aureus and Klebsiella pneumoniae
^[††] Not for use on floors. [Do not use on floors.] [Do not use to clean floors.] May cause slipperiness.
^{†††} v[ersu]s[.] [a] [Toilet] Brush & Water -or- v[ersu]s[.] [a] [Toilet] Brush & [Clorox] Manual Toilet Bowl Cleaner
^{∂∂} v[ersu]s[.] -or- than a -or- [Your] [Toilet] Brush [Alone] [+]
 [Liquid] [Cleaner]
^{∂∂∂} Clorox® Toilet Bowl Cleaner - with Bleach -and/or- Clorox® Toilet Bowl Cleaner-Tough Stain Remover -and/or- Clorox® Toilet Bowl Cleaner-Clinging Bleach Gel
^{**} [Disinfects] [Kills bacteria¹, viruses² or germs³]

^Ł Compared to [the] original Clorox® ToiletWand® head
[‡] Viruses
[§] Compared to Clorox Disinfecting ToiletWand Refills 6 ct
[◇] **insert any 4 -or- up to 16 of the following claims**

- Brighten[s] [your] [toilet bowl[s]]
- Deodorizes [with] [and has] [a clean] [fresh] [scent]
- Disinfects
- Flexes [to Hard-to-Reach Spaces -or- Areas] [for Complete [Bowl] Coverage]
- Freshen[s] [the -or- your] [toilet bowl[s]]
- Kills 99.9% of Germs³
- Neutralizes -and/or- Removes odors
- Prevents hard water -and/or- toilet ring [build up]
- Removes -and/or- Dissolves -and/or- Cuts -and/or- Powers Through -and/or- Eliminates [**Insert number%** -and/or- **X**] [More] [of] [^μ -or- ¹⁰] [the] [Tough][est] Rust -and/or- Calcium -and/or- Lime] -and/or- Hard Water -and/or- Stains -and/or- Toilet Ring
- Removes Stains
- [Scrubs [Under the Rim]] -or- [Scrubs Spots Your [Toilet] Brush Misses] -or- [Reaches Tight Spaces [with Flexible Scrubber] [for Complete [Bowl] Coverage]]
- Textured -and/or- Scrubby -and/or- Scrubbier[^μ] For Tough[er] -and/or- Stubborn -and/or- Messes -and/or- Soils -and/or- Rust -and/or- Calcium -and/or- Lime -and/or- Stains]
- Textured [for [More] [Cleaning -and/or- Scrubbing] Power]

